

LEO BURNETT U.S.A.

A DIVISION OF LEO BURNETT COMMERCE, INC.

Ad No. 3775—Patented Rope Co., Inc.—Reg. No. 33723—Page—4—Size—8 1/2" x 11 1/2"—National Magazine, 1977

(A)

Printed in U.S.A.

Come to where the flavor is.  
Come to Marlboro Country.



Marlboro Red or Longhorns 100's—  
you get a lot in like.

Warning: The Surgeon General Has Determined  
That Cigarette Smoking Is Dangerous to Your Health.

Kings: 16 mg. "tar," 1.1 mg. nicotine—  
100's: 17 mg. "tar," 1.1 mg. nicotine av. per cigarette, FTC Report Apr. 76



2061191783